Benson & Hedges
Powerforce POS Fact Sheet

Powerforce Contract			$650,000	
Agency Fee (artwork)			$50,000	
POS Type	**Quantity**	**Cost/piece**	**Total Cost**	**Produced By**
Window Decal	12,000	$2.65	$31,800	Madden
Small Window Decal	12,000	$2.65	$31,800	
Door Corner	12,000	$1.74	$20,820	Madden
Gravity Feed Sleeves	22,781	$2.20	$50,118	Madden
Address Kit	12,000	$2.45	$29,400	Madden
Change Mats	6,000	$2.00	$12,000	Madden
Banners	12,000	$4.10	$49,200	Madden
Metal Signs	24,000	$4.99	$119,760	Dave Locher
Lock Box	1,500	$28.86	$43,290	Dave Locher
Film Separations			$50,000	
Total POS			$438,188	
Total Projected Spending			**$1,138,188**	
Fav/Unfav			**$61,812**	
Total Powerforce Budget			**$1,200,000**	

20701313336

Source: https://www.industrydocuments.ucsf.edu/docs/qmfy0004